

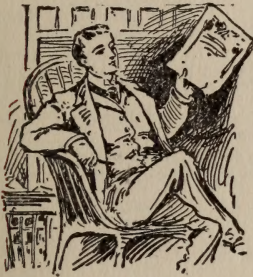
PRINT A PAPER

VOL. I.

YOUR-TOWN, ANYWHERE.

No. I.

THIS is the form of advertising which I urge, because I believe, usually, it is the best. It embraces the

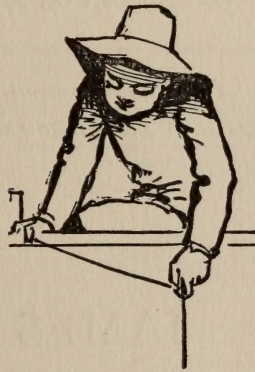


advantages of other forms and adds some of its own.

The midsummer season reminds me that you might find this method of fishing for business a profitable one to employ, and I would be glad to enter into correspondence with you to the end of trying it for your own publicity.

I undertake the whole thing, and can deliver the completed paper, magazine, or periodical, whatever the shape, size and elaborateness you choose to develop. Give me data, say

how much you want to appropriate for the first issue, add all the information you can, and let me show you something definite. If you have a lay-out in mind submit it. If you let me handle such a proposition I can assure you satisfaction. Everything I do is illustrated, but cuts may cost little or much, according to demand. Why not write to me now about this subject? I can't be explicit



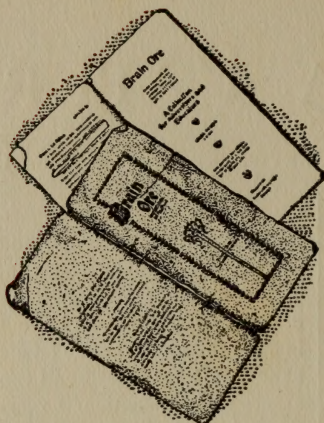
here, but I can through the mails. It's your move. My address is below.

Clifton S. Wady
Writer and Publisher

12th Floor, Lupton Building.

- - -

New York City



About Advertising

A 25c. copy of "Brain Ore" and a 10c. copy of AD SENSE for 25c.

A yearly subscription to AD SENSE and a copy of "Brain Ore" (if you ask for it) for \$1.00.

Anyone securing for AD SENSE a new yearly subscriber will be given two copies of "Brain Ore," one for the subscriber and one for himself.

BRAIN ORE is Paul Point's 4x9 inch, 36 page collection of ideas for advertisers and all other thinkers, now in its 7th edition.

"I re-read 'Brain Ore' till the cover came off."

"I carried 'Brain Ore' through Europe and memorized it."

"The 'Brain Ore' book helped me sell more goods than anything else I ever found."

AD SENSE, the leading magazine of Advertising and Business Methods, is filled to repletion with advertising ideas, comment and news.

Its departments thoroughly cover the fields of general and mail-order publicity and the comprehensive and accurate tables of rates, etc., found therein are of inestimable value to the advertiser.

Ten cents per copy; \$1.00 per year.

AD SENSE CO., 279 Marquette Bldg., Chicago.

Special attention to Corporation,

Trade Mark and Patent Law.

JAMES A. KEYES

BARRISTER,
SOLICITOR,
NOTARY PUBLIC, &c.

*Office: 33 Queen Street,
Keating Block,
St. Catharines, Ontario.*

Within 50 miles of Toronto's City Hall—rich field for Advertisers

637,250 People

ONE can stand at the window of the City Hall tower, and on a bright day the circling horizon will outline the dwelling place of 637,250 people. This is one-ninth of the population of Canada, nearly one-third of the population of the populous and prosperous Province of Ontario.

This 50-mile horizon also marks the shopping district of Toronto. Within this circle are many towns and villages, and thousands of the best farms in Canada.

This is the shopping district so thoroughly covered by THE TORONTO WORLD.

The morning trains and in summer the steamboats bring daily to the city thousands of out-of-town buyers. Within the city there are 225,000 people, and at its gates there are over 400,000 people. Only a morning paper like THE WORLD can bring buyer and seller together from this outside district.

There is not in Canada so rich a field as Toronto and its surroundings. There is not in Canada so good an advertising paper as THE TORONTO WORLD at so cheap a price. The cost is .0108c. per line per thousand on a 20,000 line contract.



A Magazine of Business Sermons and Practical Talks.

*Full of Energy,
Enthusiasm
and Hustle.*

"Brevity is the soul of it."

More good reading to the square inch than any publication in the country. Not the biggest, but the brightest and best five cent magazine.

SIXTY CENTS A YEAR.

No free sample copies. Three months' trial subscription for ten cents if you mention IMPRESSIONS.

PATRICK J. SWEENEY, Editor,

150 Nassau Street, New York.

¶ *The candy man who puts glucose and terra alba in his goods instead of sugar tells you he can give you more for your money and that it is "just as good." Is it?*

¶ *The provision man who makes his butter with an admixture of oleomargarine tells you he can give you more for your money, and that it is "just as good." Is it?*

THE PRINTER who sells ledger paper made partly from sulphite instead of all rags tells you it is "just as good."

Is it?


Is "just as good" printing good enough for you, or do you want the kind which is well made, the sort which is made up of good paper, good ink and good work—the sort that commands attention?

It is hardly necessary to add that you need PRINT SHOP printing.

THE PRINT SHOP

Long Distance Phone 217.

St. Catharines, Ontario



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A Natural Bathub—Fairmont Hot Springs, British Columbia.

mpressions. A Journal of Business Making Ideas

Here you may profit by the experience of others.

VOLUME II.

OCTOBER, MCMIII.

NUMBER X.

INDIFFERENT printing can impair the effect of the work of the most capable advertising man. It takes ability, high prices, workmanship and plenty of the right kind of experience to produce thoroughly good printing, but there are hundreds, yes thousands, of business men to-day, men who are constantly buying printing, who fail to realize that there can be more to the production of good printed matter than a mere mechanical use of a contrivance called a printing press, and by refusing to pay the extra sum that it costs to procure printing that is more than a mere combination of type, paper and ink, combined without intelligent planning and careful workmanship, they lose in the end more than they gain.

Now-a-days the standard of advertising literature, I mean speaking from the printer's standpoint, is gradually growing higher and higher. Handsome booklets, catalogues and other pieces of business literature are so prominent among the thousands of commonplace printed things that flood the mails, that the mediocre literature is consigned to the waste basket without loss of time and generally without a reading. Yet

The Value of
Quality in the
Printing of
Advertising
Literature.

By J. H. Gorman

business men will constantly send out advertising matter of their own that is no better than the hundreds of booklets, circulars, etc., that they themselves are constantly relegating to the waste basket.

Why is it?

It is because when it comes right down to a point of paying more for the printing of his advertising literature than he has paid before, the business man flinches, and hasn't the "nerve" to pay the price. He knows that what he has been putting out hasn't been bringing the returns it ought to—he has a vague idea why it hasn't, but because this is so he can't make up his mind to pay enough to insure satisfactory results.

The sending out of advertising literature costs more or less anyway, in fact we may say that it is an operation that demands quite a considerable expenditure. It costs enough to make it imperative that the advertiser uses literature that is good enough to bring returns on the investment. If the business man who hesitates would figure down the extra cost per person reached, necessary for a thoroughly good job, he would be surprised at the exceedingly small difference—unless this difference per person reached was pointed out to him he would scarcely know that there was any. And it is this difference in the cost of reaching each possible customer, rather than the difference in the total cost of a lot of advertising literature, that makes the advertising profitable or valueless. Ask a man if he is willing to spend one cent more than he has been doing in order to increase his chances of securing a substantial order from a possible customer and he will do it without hesitation. Ask the same man to spend \$100 more on an order for 10,000 booklets or catalogues, and he throws up his hands in horror. He don't appreciate that that extra hundred dollars will

buy just so much more advertising value, and that it pays for just so much more experience, ability, good judgment and careful attention to details at the printer's.

Good printing pays and poor printing does not, and it is because so many otherwise level headed business men fail to realize this fact that so many thousands of dollars are wasted on poor printing. I believe the time is coming, however, when this difference will be realized, and the man who buys printing will appreciate that because one printer makes an estimate on his job that is ten per cent. higher than some other printer, it does not necessarily mean that the first printer is going to make ten per cent. more profit than the second; and the quicker this fact is realized the quicker many a firm will stop considering their printing bills as an expense, pure and simple, and elevate them to the position of an investment, and a profitable one at that.



TRIAL-ORDER advertisers seldom become successful advertisers. The man who talks about a "trial order" testifies to his lack of faith in the efficacy of advertising as related to his business. A sane man would hardly rent a store for a month and put in a small stock of goods to demonstrate whether he could make his business pay in a certain locality. Most trial-order advertisers are making tests that are as unlikely to demonstrate the true value of advertising as the trial-of-a-store-for-a-month with a small stock of goods would be a true test of the value of a business location as related to a certain line of trade.



COLUMBUS would not have discovered America if he had been guided by precedents.

The Advertising Rate.

By William Holmes, Jr.

BEFORE going into the question of rates, I shall have to touch on advertising itself. Advertising, in this day of great commercialism, with involved and extensive enterprises, is a large and important factor. It is so big and broad a subject that it offers an almost inexhaustible field for discussion.

Advertising has become necessary to any business that would grow, and the man who fails to see and grasp its benefits would better shut up shop and save his time. Publicity must be given to all kinds of Property, Merchandise, or Want, whether "For Sale" or "For Purchase," and the rate is not the controlling factor. I might say that the selection of the mediums is the most important thing, they being the element of efficiency; they rate the element of economy, and the man who gains the fine point where efficiency and economy culminate has reached the apex of success as an advertiser. No, the rate is by no means the only thing to be considered by the man who has decided to be wise and advertise—it really is, as I have already said, not the controlling element.

Before the question of rates can be taken up he must decide: first, upon the kind of mediums which the peculiarities of his business seem most to require; second, having decided upon the kind of mediums, he must decide upon the mediums themselves, for there is no advertiser who uses every medium of every kind which is presented to him—such a policy would mean bankruptcy to any business. There are few advertisers whose business is of such a character that they can reasonably expect to sell their merchandise to all classes of people, rich and poor alike, who do not make use of all kinds of advertising mediums, but they do not use every medium.

The different kinds of advertising mediums

which will be presented to you when it becomes known that you desire to advertise are legion. There are newspapers, magazines, monthly, weekly, and quarterly publications; bill-boards, street-cars, theater programmes, hand bills, circulars to be sent by mail, booklets, catalogues, calendars, folders of many sorts, almanacs, business directories, city directories, in all of which the advertiser is earnestly requested to make an appeal for trade. Each and every one of these different mediums probably has a certain value, and I will venture to lay down the broad proposition, that every conceivable kind of advertisement which reaches the eye or ear of a human being with a dollar to spend, is worth something to somebody; but most of these so-called mediums, except the regular daily, weekly, and monthly publications, are of very slight and doubtful value, and here — right here — must come discriminating judgment on the part of the advertiser who would avoid dismal and complete failure.

These points do not appear to you as concerning the question of advertising rates, but until they are settled, the question of rates must be in abeyance, and the decision of these questions will materially affect and influence your consideration of the rate. It would be foolish to advertise expensive diamonds in a paper read by mechanics, artisans, and day laborers; and equally unwise to advertise \$9 suits of clothes in a society paper read only by wealthy people. This brings us to a proposition which to the layman is apt to seem paradoxical—that an advertising medium may be worth fifty cents an agate line to one man and not worth two cents a line to another. You will now perceive the connection between the questions already mentioned and the question of rates. Before you can determine what rate you can afford to pay for any advertising, you must consider the

character of your business and the class of people to whom you can profitably appeal in your advertising. Having answered correctly these questions you are brought to the point where rates are taken up.

Further, after the consideration of the character of mediums comes the consideration of quantity—quantity is what is desired by the advertiser, and here comes the question of circulation. Circulation is largely the base of all rates, as that is the commodity which the advertiser buys, and the price which he should pay for his advertising depends upon: first, the amount of circulation which a publication has; second, the character of that circulation and its probable value to him. You must all understand that it is utterly impossible for me, or for any man, to tell you in dollars and cents what you should pay for any kind of advertisement, unless the business to be advertised is first analyzed, and its character thoroughly understood. The only thing that I can do is to state some facts and suggest some methods for arriving at a correct estimate. In the buying of advertising space, as in the buying of anything else, three things primarily are to be considered: first, quantity; second, quality; third, price. Whether buying socks or sealskins, drugs or dry-goods, axes or advertising, these three things determine the probable profit or loss of the transaction to you.

Advertising space in standard publications is generally sold by the agate line, though sometimes, particularly by country newspapers, the inch is used as the base. There are fourteen agate lines to the inch. The United States newspapers have widely varying rates. The daily paper published in a small New England village, or in a southern hamlet, or a far western settlement, having a circulation of five hundred, or a thousand, or two

thousand copies per day, is very likely to take an advertisement for whatever it can get; while the powerful newspapers of New York, Philadelphia, and other large cities charge high rates and seldom deviate from the fixed scale which experience has taught them they may rightly and reasonably demand for their space. I have endeavored to emphasize the fact that any advertising medium may be worth a high rate to one advertiser, but worth little or nothing to another. The great newspapers of the large cities, realizing the different value which their papers have for different lines of advertising, have, as a result of many years' experience, arranged elaborate rate-cards, quoting different rates for the advertisements of different kinds of business; for instance, the rates in New York daily newspapers have a wide range of from two and three dollars per agate line—equal to \$28 and \$42 per inch per insertion—down to five cents per line. The highest rate paid to any New York newspaper is three dollars per agate line, which is for advertising in the form of reading notices—a form of newspaper advertising considered very desirable and effective. The next highest rate in New York dailies is for amusement advertising, where it runs from forty to fifty cents per line.

This may seem rather a high rate, when on the same page is found legal advertisements at ten cents per line. There is reason for this, for the theatrical advertising is supplemented by the notices printed by the paper in criticism of the plays. Of course, it may be observed that the public demand such matter, and regard it as news; yet it is indisputably of advantage to the theaters and other similar forms of amusement advertisers.

The highest rate, aside from readers, amusement, or political advertising, is for general advertising, such as dry-goods, clothing, patent

medicines, and every business which obtains support from practically the entire population of a community, this rate in large cities varies from ten to fifty cents per line.

Real estate advertising interests and finds purchasers among very few of the citizens of a town or community, and therefore the papers have made a lower rate for real estate advertising. Newspapers which have a great circulation among the masses of people rather than among the classes, that is, the higher classes, will make a low rate for financial advertising, real estate advertising, and new publication advertising, while charging a high rate for general advertising. The paper with a circulation among the wealthy classes exclusively will be found to charge a high rate for financial advertisements, publication advertisements, and real estate advertisements, while the general advertising, such as dry-goods, patent medicines, etc., will be taken at a lower rate.

Leaving out the small newspapers of insignificant villages, and considering only the newspapers of cities of from twenty-five thousand population up, I may say that advertising rates in daily newspapers range from one cent an agate line up to fifty cents an agate line. I hope none of you gentlemen will ever make the mistake of buying advertising space because it seems cheap. An advertisement may seem cheap at fifty cents a line—it may be worthless and therefore dear at one-half cent a line. Before deciding that an advertisement is cheap, ponder well the medium, its circulation, its character, the average station in life of its readers ; and then find out, if you can, the relations existing between these things and your customers, and in this way try to reach a fair and just determination of the price at which the advertisement will be cheap to you.

Next to newspapers, the most important advertising mediums, probably, are magazines. The magazine field is a small one ; whereas, every town and city of the United States has its newspapers, the great magazines of the United States are scarcely more numerous than are the members of this class. Magazine advertising costs more per agate line than does newspaper advertising—the reason for this is obvious. There are thirty issues of a newspaper in the month ; there are one, two or four issues of a magazine per month. The newspaper is read for one day only ; a magazine may be kept and referred to ; therefore there may be some basis for the claim that the possibility of a magazine advertisement attracting attention is greater than that of the newspaper advertisement, so the magazines charge more per line per thousand of circulation than the newspapers. But it is an established and acknowledged fact that there is no form or character of advertising that possesses and gives the results that newspaper advertising gives.

The advertising rates of magazines cover a wide range, just as magazines cover a wide and varied field. There are magazines galore devoted to fiction and fancy, many of these have, beyond question, large and valuable circulation. I think that probably the highest rate for any publication published anywhere in the world is that made by a publication of your city, whose rate is \$6 per line, or \$84 per inch for each insertion. This publication is one much read by the ladies, and is highly popular with them.

From magazines of fiction and fancy we might turn to publications of a scientific, mechanical, or trade character, but their name is legion and their rates as varied as the flowers of spring. Nearly every industry has its own trade paper, covering a field reaching from the nursing bottle to the

casket, and their rates are as various as their kind. Society has its own publications, the Stage also; Humor is published in its own name, and Labor gets its own presentation. All these various publications have their own rates and value, but they each appeal to class only, and in consequence have a limited value. For the farthest reaching, best producing form of advertising, there is none that can excel, or equal in result and power, the advertising of daily and Sunday newspapers. The newspapers of large cities are to-day asking rates which are commensurate with their value as advertising mediums, and they are to-day making no deductions or variations from the rates plainly printed on their rate-cards, and the business of making contracts with such papers is as easy and satisfactory as is the purchase you may make in any of our "one-price department stores."

If a newspaper makes a rate to you, that same rate and none other should apply to any one else for the same quantity and kind of business. Understand, rates, as quoted on rate-cards, are subject to reductions for the quantity of advertising to be done in a given time. This discount is a time discount. Both should be quoted openly, that is, on the rate card, and any honestly conducted publication having any such deductions, must so state them.

The street-car and bill-board advertising is governed in its cost by population of towns or cities where the cars may run, or the boards be located, and offers probably the least profitable form of advertising. It may catch the eye, but unless the mind is alert, it will not make an impression of any lasting value.

As I have said before, the advertising mediums of proven and unquestioned value are standard publications, Daily, Sunday, Weekly, or Monthly. No successful advertising campaign has ever been

conducted without the use of these, and where the space has been purchased from honest publications, the rate, no matter what it might be in dollars or cents, has never been too high or expensive judged by the successful and lasting results achieved.

Injudicious, careless, thoughtless, extravagant, haphazard, spasmodic advertising has resulted in ruin to thousand of interests, and in the wreck of many enterprises which might easily have been developed into permanently profitable institutions by the exercise of good advertising sense. It is because of such things and as a result of them that an advertising class such as I am addressing has come to be useful—useful alike to the student, to the business which he may be called upon to direct in future years, and to a correct appreciation and measure of those advertising mediums in our country which possess large and solid merit; and I most sincerely trust that you each may carry into the wide and varied advertising field a knowlege of what is good and bad in advertising, so the results may bring you personal success and satisfaction, and reflect on this school a grateful and graceful acknowledgment of its efforts and work.



“BETTER one safe way, than a hundred on which you cannot reckon”. There’s one safe way in buying printing—secure the best, it’s the only kind that is cheap.



“I’T’S the uncertainty of certain things that makes certain things very uncertain.” When the “make ready” is wanting, you’ll always be uncertain about your printing.

The Young
Man with
Nothing but
Brains.

**By Mr. Truman
A. De Weese.*

WHAT are the chances for the young man "with nothing but brains?" Forty years ago no one would have thought of asking such a question. Why should any one ask it now? Is not the market for brains just as great as the opening of the twentieth century? Many will contend that the demand for brains and the market price for them have been immeasurably enhanced by our marvelous industrial development. Others declare with equal persistence that the young man with nothing but brains has no chance at all in this age of combinations.

Let us see about that. It strikes me that the man with nothing but brains has an immense advantage over the young man with nothing but money.

The young man with brains has nothing to lose. What to do with a patrimony of \$100,000 does not bother him or keep him awake at night. The young man with \$100,000 will soon realize that this is too small a sum to risk in business in an age of combines, when all productive and mercantile enterprises are conducted upon a scale of great magnitude.

But the young man with nothing but brains is not confronted by such perplexities. There is no "trust" in brains. It may be possible to corner the wheat crop or control the yearly output of corn starch; but you cannot corner the crop of ideas. If the young man looks about him and studies the situation, he will quickly learn the age of combination is also the age of brains.

*Mr. Truman A. De Weese, born near Troy, O., in 1860, received his education in the Dayton High School, supplemented by special university courses in political economy and the sciences. On leaving school he immediately embarked in journalism. Was for a time on the staff of the Indianapolis Journal, under Major Elijah Halford, afterward private Secretary to President Harrison. In order to familiarize himself with public school methods, became principal of schools in the southern suburb of Indianapolis. His connection with the daily press in Indiana and Illinois gave him wide familiarity with politics; and it was while conducting a daily paper at Anurora that his work in behalf of the "McKinley Movement" in the west secured for him the offer of an editorial position on the Chicago Times-Herald, now the Chicago Record-Herald, which he accepted and still retains.

It ought to be very plain, it seems to me, that the greatest opportunity for the young man with nothing but brains lies in fitting himself for an important place in the great distributing machinery brought into existence by the era of combines. He must contribute something to the twentieth century crop of ideas.

The man with ideas will occupy the centre of the stage, and the lime-light of public interest and thought will be turned upon him more than ever before in our history.

For what are the objects of industrial combination? To cheapen the cost of production and distribution. The most perfect labor-saving machinery and the purchase of raw materials in great quantities, both of which are secured by the consolidation of capital and resources, tend to accomplish the first object—that of cheapening production. The young man with brains will not want to be a part of the machinery of production. He will not want to feed a tack machine or carry bobbins in a knitting factory.

It is the department of distribution that will engage the energy and thought of the young man with nothing but brains. This is the branch of industry that takes the product of a plant and finds a market for it; that brings it to the attention of people who need it, or want it, or think they want it. It is this machinery of distribution that converts the product of industry into coin. Without it the wheels of the factory would stop, and there would be industrial stagnation.

Who will furnish the ideas for this new and vast twentieth-century system of publicity? Surely here is the golden harvest for the young man with nothing but brains. Here is a field for anyone with original ideas.

Thousands of "good things" are slumbering in the intellects of men—mechanical inventions,

chemical compounds, toys for children, foods for invalids, remedies for diseases, appliances for contributing to the luxuries and comforts of life. Who is the alchemist who can transmute them into gold? The man——who can originate and work out the entire scheme.

Humanity will wear more shoes and farmers will use more wagons in 1904 than ever before in the history of the race; but the man who has a million invested in the manufacture of shoes or wagons can do little in the coming years without the genius of publicity. He must call to his aid the men of ideas, men who are masters of the art of presenting forcefully and effectively to the millions of consumers the merit of a particular commodity.

Here is the golden opportunity offered by twentieth-century industrial evolution and expansion to "the young man with nothing but brains."



A GOOD print shop not only "hits the mark once in three, but every time". Your order is not executed at all, unless it is credit to you, as well as to the print shop.



WHEN it comes to buying good printing, "a penny saved is not a penny earned." It's that little extra cost that spells profit.



IN the realm of trade journal advertising, many concerns contract for large space, but lose sight of the copy that goes into it.



IN the business race of to-day tact and common-sense make a pretty good team.

RARELY does a young man appreciate the necessity for preparation to meet the responsibilities of life only a few years ahead of him, and even less frequently is there a marked effort on his part to actually prepare himself for those responsibilities. Nor should he be left to his own efforts entirely in this matter, for in too many instances does he become the victim of circumstances. His own ambition and aggressiveness, being weak, are often beaten down to satisfy the greed of some unscrupulous employer, who makes a tool of him, holding out the promise of reward for efficiency only as an incentive to add to his own advantage and increasing wealth.

This dependent condition is either brought about by some error or omission in the early training of our young men. So many things enter into their mental development, and so many seeming trifles add or detract from their natural inclinations, that the whole problem of the proper unfolding of their faculties becomes a momentous question. True it is, that "Some have greatness thrust upon them" in spite of apparent incapacity, yet the Micawber policy of waiting for "something to turn up" demonstrates at once the shiftlessness of this class and their lack of the vital elements of success, energy and push.

A training which will impress upon the young mind the necessity, and at the same time kindle a desire, for something more than ordinary, is the beginning of that success which every father wishes his son to attain. The mere acquiring of knowledge from text-books a few hours daily falls far short of producing the desired end. The making of an agreeable and unselfish disposition is the first care in this young life and the varied influences which enter into this part of his education constantly change him, so that his true nature is not entirely formed until he is no longer susceptible

When Does
Success
Begin?

*Le Roy Coyle in
the Book-Keepers'
Bulletin.*

to them, although they have less effect as he grows older. Therefore, to see that only proper directing powers are applied when he is yet impressible, is the initial development, and must be continued until our young man has reached the age when he can discriminate for himself. The foundation has then been laid for a successful life. His natural inclinations have been so guided that no evil will result therefrom, but will rather command the respect and attention of those with whom he will be associated from time to time. It is not difficult now to so direct his desires that he will only strive for highest attainments. Nothing is beyond his reach, for all things are possible. The truth of this statement has already been proved by the really successful. Unceasing application and high ambition go hand in hand, and when re-inforced by that disposition, which is the result of proper impressions, and ability, the result of development, they can produce but one end—success. But it is necessary that every victory be preceded by its equivalent of effort, and that no unfinished undertaking is superseded by a new one.

Administer advice in homeopathic doses—rather teach by noting results. A young man's development is a slow process and is better effected by his own observation than by your theory. Then, when he has arrived at the age of discretion, when he must decide questions for himself, he will have been prepared without the severe lessons of experience, to mark out and follow a definite path for the realization of his highest ambition.



“MAKE ready” and “expert superintendence”
cost something in printing — but they
are worth all they cost.

MY Dear Co-Hustlers,—We have only one week left in this month in which to make good our average. Now, boys, it's up to you to make good and do your share. Things may seem blue, times may seem dull, the weather may be warm in the eyes of some of the weak ones, but to the determined, "get-there-sure-fellow" all these things vanish. When you start out on Monday, place yourself in the right attitude of mind before going to work ; this done, nothing can prevent your getting business. It's to be had and we must have it. A little faith in yourself and lots of faith in the Jewett will work wonders. Remember that one order in hand is better than two in prospect, so get the orders. "DO IT TO-DAY." Be tactful and resourceful, this, with unfaltering courage and a capacity for persistent hard work are the necessary requirements to be successful at any time or season.

When presenting the "JEWETT" to a prospective buyer, be earnest and enthusiastic. You know as well as I do that a half-hearted salesman never could sell anything, so it is with your customer. Be enthusiastic, at all times, then you won't have to report dull days and be dissatisfied with your position. Every unsuccessful salesman thinks if he only had some other line, he could do well. Nothing of the sort.

Humanity is ready and willing to be led, and whether the thought be pleasant or not, yet all men are imitators and do as they see others doing, so show your man that others, yes, thirty thousand, use the JEWETT and he will follow suit. If you are diplomatic, you can lead him to believe there's nothing like the Jewett, "and there ain't." If anyone disputes this statement, send in the name and address and if I don't prove it, well,—then it can't be done.

Boys, send \$1.00 to Tengwall Talk Pub. Co., Ravenswood Station, Chicago, Ill., they will send you, for twelve months, one of the best little monthly books you ever read. It's up-to-date, filled with things to help salesmen and will stiffen your backbone and give you new ideas. It's worth \$5.00, but it costs only \$1.00 a year.

Another idea comes to me lately. It's a good one. The Sheldon School of Scientific Salesmanship, 215 Wabash Ave., Chicago, at a very small cost, gives instructions on how to sell goods. They start you at the bottom and a course in this school seems to me to be a good thing for both experts and beginners alike. It will pay you to write these people for information. A postal card will bring a reply from them. "TRY IT."

Let me ask you this question,—are you in full sympathy with your company and its methods? Do you believe from your heart, as I do, that when you have sold a man a "Jewett"

A Model Letter to Salesmen.

By Mr. Geo. Loarts.

that you have done him a genuine service? If not, do not waste any more time, but stop and get yourself right, for be assured there is something radically wrong with you and you cannot expect to get half the results you ought to produce.

In this connection, let me offer my service as a doctor. Disclose to me the symptoms of your trouble and perhaps I can give you a prescription (free) that will cure you in twenty-four hours. I have had twenty years' experience (not as a doctor) and I am sure I can help you to get right.

Many a fool gets through all right by looking wise and keeping his mouth shut.

The man who wields his little hammer is always inferior to the man he "knocks."

Years bring strength or weakness; it all depends upon how we use our faculties.

Salary increases are based on the value, not the length of service.

No company forbids a salesman to use his brains and wits.

If you always keep up, you'll never have to catch up.

There is no satisfactory substitute for push and hustle.

Don't let your disposition wilt with your collar.

Worry often takes the ginger out of work.

Now I'll be honest with you, and confess that we do not expect you to do as well in July and August as you did in June, but there's a whole lot of fellows, representing other companies, who are always on the lookout for an excuse to take a lay-off, and who will be able to do all the resting that is necessary; you can get more orders with a fountain pen than with a fan, and you will not feel the heat much worse while wielding the former than the latter; and if you'll just take another drink of ice water and "Keep on keepin' on" after the prospect instead of seductive shade, you'll be happier and wealthier.

We have force enough to sell two thousand "Jewetts" this year, but our force needs more force. The "ad" runs,—“Vigor and Vim, Force made him, Our Sunny Jim.” We need more “Sunny Jim's” with lots of force.

Once more let me appeal to you for business, get on an extra head of steam, more will power, and show willingness to work and the world is yours for the asking.



A MAN who throws advertisements and circulars into the waste paper basket without knowing their purport is throwing away opportunities for profit and improvement. Many an idea that is overlooked and laughed at is later found to be exactly what was needed.—Tengwall Talk.

IT is not what comes into a man's mouth but what goes out of it that counts.

You cannot retain your self-respect if you are loose and foul of tongue. A man who is to lead a clean and honorable life must inevitably suffer if his speech likewise is not clean and honorable.

The future of the nation depends upon the way in which we can combine in our men—in our young men—decency and strength.

There is no good of your preaching to your boys to be brave if you run away ; there is no good of your preaching to them to tell the truth if you do not.

How often you see some young fellow who boasts that he is going to "see life," meaning by that he is going to see that part of life which is a thousandfold better if it remain unseen.

Unless there is a spirit of honesty in a man, unless there is a moral sense, his courage, his strength, his power, but make him a dangerous creature in our life—a man, whether from the standpoint of our social or political systems, to be feared and to be hunted down.

In civil life, the greater a man's ability, if it is not combined with the moral sense, the more dangerous that man as a citizen, the worse he is a citizen.



FROM headquarters comes the announcement of some changes in the staff of "The Book-Keeper, the Business Man's Magazine," of Detroit, Michigan.

On the first of September, E. St. Elmo Lewis joined the staff as Assistant General Manager of the Book-Keeper Publishing Company. Mr. Lewis will act as Managing Editor of "The Book-Keeper," and Mr. Beach has placed the new plans for making "The Book-Keeper" thoroughly representative of the business men of the country in his hands for execution.

Mr. Lewis has been travelling for the past six months, since his resignation as Director of Publications and Advertising Manager for the National Cash Register Co., studying business conditions and arranging with well known writers and conspicuous figures in the business world, for special features for "The Book-Keeper" during the coming year. Mr. Lewis' wide experience in advertising and the organization of selling campaigns, and his accepted ability as a writer and a student of business conditions makes him a strong addition to "The Book-Keeper" staff.

Mr. Hall, formerly circulation manager of "System," has accepted an appointment in the same position for "The Book-Keeper."

Decency and Strength.

*President
Roosevelt.*

Changes in the Staff.

Don't be a
"Butter."

From System.

DON'T butt in. When you pass along work to a subordinate who is able to handle it, you are worthy of a superior position. He feels that, and strives to win further recognition. While he is doing so—don't butt in. Go about higher work.

If you don't the lower work becomes neither your work nor his. You sink to his level. He no longer looks up. The inspiration of good work—responsibility and pride—goes when you butt in.

When others can't do the work that will net you profit, you have two alternatives : To quit the business, or to do the work yourself.

If you do the work yourself, broader opportunities will be shut out, your work will degenerate. Growth comes only through striving for something just beyond. Don't butt in.

System demands fearless reliance upon the assistants of your approval. Few see that such system advances a selfish interest. Be an exception ; don't butt in. You will then be worth more to yourself and to others ; you will have more and you will help more.



A Bouquet for
Impressions.

*From the Orillia
Times.*

WELL-PRINTED books and magazines always appeal to the æsthetic sense as being things of beauty, whether or not they are joys forever. The business man, too, whose æsthetic sense is somewhat dulled by the cares of this world, has an eye to the beautiful, especially when it combines with it the practical. In this connection the writer is constrained to notice editorially a little monthly lying on his desk, with the somewhat novel title "Impressions,—a journal of business-making ideas." It is published at the Print Shop, St. Catharines, at one dollar a year, and certainly no Canadian advertiser or merchant ever bought a better dollar's worth of reading matter. From an artistic standpoint every number is a brochure. Such elegance of printing is all too rare in Canada. Its design is as its title indicates, to bring business—and dollars—to its patrons, and, in his efforts in behalf of others it is to be hoped the editor is meeting with a good share of success in that direction himself.



A man's true wealth is the good he does in the world.—
Mahomet.

The mission of the skeptic is to retard progress.—The
Crusader.

Wise is the fool who knows enough to keep it to himself.—
Exchange.

IT is certain that humanity is the particular characteristic of a great mind; little vicious minds are full of anger and revenge, and are incapable of feeling the exalted pleasure by forgiving their enemies, and are bestowing marks of favor and generosity upon those of whom they have gotten the better.

Be wiser than other people, if you can; but do not tell them so.

A seeming ignorance is very often a most necessary part of worldly knowledge.

A man who tells nothing, or who tells all, will equally have nothing told him.

It is always right to detect a fraud, and perceive a folly; but it is often very wrong to expose either. A man of business should always have his eyes open, but most often seems to have them shut.

It is hard to say which is greatest fool; he who tells the whole truth, or he who tells no truth at all.

A man's own good breeding is his best security against other people's ill manners.

Most arts require long study and application; but the most useful art of all, that of pleasing, requires only the desire.

No one body possesses everything, and almost everybody possesses some one thing worthy of imitation.

Our self-love is mortified, when we think our opinions, and even our tastes, customs, and dresses, either arraigned or condemned.

There are but two objects in marriage, love and money. If you marry for love you will certainly have some very happy days, and probably many very uneasy ones; if for money, you will have no happy days, and probably no uneasy ones.

Whosoever is in a hurry, shows that the thing that he is about to do is too big for him. Haste and Hurry are different things.

The characteristic of a well-bred man is to converse with his inferiors without insolence, and with his superiors with respect and with ease. He talks to kinds without concern; he trifles with women of the first condition with familiarity and gaiety, but respect.

Awkwardness of carriage is very alienating, and a total negligence of dress and air is an impertinent insult upon custom and fashion.

The scholar without good breeding is a pedant; the philosopher, a cynic; the soldier, a brute; and every man disagreeable.

Never seem wiser, or more learned than the people you are with.

* * *

ORIGINALITY often consists of the ability to work off old things on a new audience.—Direct Advertising.

Quotations
From the Letters of the
Earl of Chesterfield to His
Son.

From the Gentleman's Magazine.

Inspiration and Perspiration.

*From Direct
Advertising.*

The Whole Truth or Bust

*From Direct
Advertising.*

INSPIRATION is a good deal the same as perspiration after all.

A man may think of a scheme that is worth a million dollars for an idea alone. It only took a minute, no, a second of time to think of. That was an inspiration.

But do you suppose he would ever have thought it out had not his mind for years previously been turned in that direction?

The greatest brained man on earth would never think of anything worth putting on paper if he were to "waste" his time and thought on foolishness.

It is only the great thinker that can think great things; in order to do that, he has to put in the most of his time thinking.

People are apt to mistake the flash of inspiration as being something altogether outside and apart from a man.

They say, "Oh, he just happened to think of it somehow."

They don't stop to consider what that "somehow" means.

It meant busy days and sleepless nights, probably.

It meant getting up early and going to bed early—in the morning.

It meant strenuous effort, many failures, repeated set-backs, but it meant at last, Success—with a capital S. This is what we mean when we say inspiration is a good deal like perspiration.

* * *

IF you cannot afford to tell the truth about your goods, it won't pay to advertise them.

It means that there is something in the truth about them which will cause people to hesitate about parting with their dollars.

The mission of advertising is to cause people to dig down—to convince them that they are going to get something that is worth more to get than their money.

(Oh, well, pretend that your goods have the qualities which attract people's attention, anyhow!)

Yes, of course you could, but the trouble with that is, you could only do it once.

It may be true that "the public is fond of being humbugged" as is proverbially reported to have been the saying of P. T. Barnum, but we hardly believe the public will stand for being humbugged twice by the same man.

* * *

THE business man who goes into too many "good things" usually comes out at the bankruptcy court.

* * *

IT is much better to be let out easily than to be "taken in" easily.

Ice—Protect Yourself. Ice is an insurance against serious discomfort in hot weather. Our policy is to punish the heat.

Ice Cream—Our Fine Ice Cream is unsurpassed. Made from genuine cream and real fruit flavors.

Jams—Like Grandma Used to Make. All flavors and deliciously pure and wholesome.

Jewelry—All Things for All Occasions. Pretty and exquisite articles for gifts to—you know whom.

Jewelry—We are Prepared to meet all tastes and to fit all pocket books. A few examples:

Jewelry—Choose Your Own Time. There is a right time and a wrong time. If you buy one of our watches you'll have the right time.

Kindling Wood—Seasoned and Dried to Burn. Blank's wood starts the fire a-going—you do the rest.

Laces—Exquisite Creations. Very Frenchy, new, novel and suited to the daintiest work. You'll say they are "just lovely."

Life Insurance—How Do You Expect your family to live after you are gone? This is the problem that life insurance will solve.

Laundry—We are Acknowledged Artists in laundering. You can trust us with your finest linen. We treat it as if it were our own.

Lamps—A Complete Display, satisfying all desires. Lamps with modern appliances for discreet buyers.

Lard—Cheaper than Butter. The kind that makes such good pastry. Blank's is the purest and best. Don't you know it?

Laundries—Promptness, Neatness and modern methods solicit your patronage. No saw edges. Blank's is yours for business.

Linens—Soft and White, the housewife's friend. Good linens insure satisfaction. "Satisfaction" is our watchword.

Loans—A Loan is a Friend. A confidential agreement with Blank will tide over the "tight place" on easy terms.

Lumber—Seasoned for all Purposes. If you intend to build or repair, our choice stock will make you a ready customer.

Laundry—This is the season of the year when purity is the desirable feature. How about your linen?

Liquors—A Good Tonic. A pure liquor is better than all the combinations of drugs you could take. Our liquors are best because they pure.

Library—You are never alone in your library, but surrounded by your friends, who speak to you when wanted. You cannot keep your library up to date unless you procure your books from Blank.

Millinery—The Acme of Perfection in the Milliner's Art. Styles adapted from the leaders in Paris and other fashion centres.

Plug.

*By Edmund
Vance Cook.*

As you haven't asked me for advice, I'll give it to you now :
Plug !

No matter who or what you are, or where you are, the how
Is plug.

You may take your dictionary unabridged and con it through,
You may swallow the Britannica and all its retinue,
But here I lay it f. o. b.—the only word for you
Is plug.

Are you in the big procession, but away behind the band ?
Plug !

On the cobble, or asphaltum, in the mud or in the sand,
Plug !

You will hear the story frequently of how a clever man
Cut clean across the country, so that now he's in the van ;
You may think that you will do it, but I don't believe you can,
So plug !

Are you living in the valley and you want to reach the height ?
Plug !

Where the hottest sun of day is and the coldest stars of night ?
Plug ?

O, it may be you're a fool, but if a fool you want to be,
If you want to climb above the crowd so every one can see
Just how a fool may look when he is at his apogee,
Why plug !

Can you make a mile a minute ? Do you want to make it two ?
Plug !

Are you good and up against it ? Well the only thing to do
Is plug.

O, you'll find some marshy places, where the crust is pretty thin,
And when you think you're gliding out, you're only sliding in,
But the only thing for you to do is think of this and grin,
And plug.

There's many a word that's prettier that hasn't half the cheer
Of plug.

It may not save you in a day, but try it for a year.
Plug !

And to show you I am competent to tell you what is right,
I assure you that I never yet have made a center shot,
Which surely is an ample demonstration that I ought
To plug.

* * *

To work for others is in reality, the only way in which a
man can work for himself. Selfishness is ignorance.—How to
Live.

ONLY one sort of printing is profitable to users, and that is good printing.

Should the truthfulness of this statement impress you, we would be pleased to receive your commission, feeling that we can meet your most exacting requirements.

Here is an article we reprint from the September number of *Printer and Publisher*, issued at Toronto by the Maclean Publishing Company:

A PRINTING office that comes about as close as possible to the ideal, both in work turned out and in the manner of its doing, is "The Print Shop," St. Catharines, Canada. A few years ago W. J. Keyes arrived at that small but picturesque city and started in with a Gordon press and a lot of ideas. The first few months was one long wrestling match with adversity for Mr. Keyes; but a Gordon press in the hands of a skilful printer is a good interpreter of ideas, and after awhile some of the large users of printed matter began to want the kind of work they saw in the neat packages of samples he occasionally distributed where they would do the most good. From that time to this the growth in volume and importance of the work handled at The Print Shop has steadily increased. Some of the orders come from Hamilton, Toronto, and even further away and from larger places, one well-known wholesale paper dealer having declared enthusiastically that "Keyes is the *only* printer in Canada."

A few little details about the establishment as it now is may be of interest to some of the readers of this magazine. The writer of this was employed there for a short time and if his ambition ran in mechanical lines he would desire no better place to work.

The first one sees of The Print Shop is a fine stuffed specimen of the peacock tribe occupying a prominent position in one of the plate glass windows. This is the identical bird that appears in the imprint, "the sign of the peacock" being their chosen trade mark. Inside plenty of reception room is left for the public, tastefully decorated with samples of art work, including some of their own production, and two writing tables give customers every facility for adding little finishing touches to their copy or perhaps preparing it in toto. Blocking free ingress to the mechanical department is the business office and the private office of W. J. Keyes. In the business office George Keyes, a cousin of W. J. Keyes and a shareholder in the concern, reigns supreme, while Amos M. McComb, the third partner, superintends the mechanical department effectively and efficiently. W. J. Keyes and Mr. McComb are A-one practical printers,

which is no doubt responsible in a great measure for the success of The Print Shop. Mr. McComb is also in immediate charge of the stock-room and bindery, where his almost abnormally developed bump of neatness keeps things as tidy as a bank or a business office. The flat stock is kept in shallow shelves which fill the whole space under two long counter-like tables, which are made broad enough to accommodate easily the largest sizes of paper. Each separate kind and grade of paper is wrapped carefully by itself in a strong wrapper and tied with tape, a neatly printed label giving memo. of size, weight, cost price, where and when purchased, etc., being appended. At present two cutting-machines, a 30-inch and a small one for labels, keep up with the volume of work, but are kept on the move pretty steadily to do it.

Robb Sutherland has charge of the composing-room, and many of the good things The Print Shop gets credit for have originated in his artistic brain.

The press-room is equipped with jobbers, including a large-size Chandler & Price Gordon and a Colts Armory, and is run by electric power.

The workmen are not hurried, but each man is expected to do the very best work he is capable of. Quality, not quantity, is the (Keye) note in the march to success. Most of Mr. Keyes' customers have been attracted by the quality of the work he does, and it is safe to say the number includes fewer "cheap" ones than is the lot of any other establishment in Canada.

The system employed in keeping tab on the time is very exact and the book-keeper can tell to the fraction of a cent the cost of each job to the office.

The very atmosphere is conducive to artistic effort; the walls are neatly kalsomined and a hand-painted, specially-monogrammed border adds a touch of originality to the effect.

Altogether Mr. Keyes is to be congratulated upon coming nearer to the realization of his ideals than is the fortune of many printers or men in any other department of the busy world where vulgar profit and artistic taste too often walk far apart.

This shop is organized to do your printing, designing, engraving and electrotyping, and to do it well.

When you invest a dollar at the Print Shop you get value in the shape of work that will appeal to your possible customers, work that will make customers of your possible customers.

THE PRINT SHOP

St. Catharines, Ontario, Canada

Long Distance Phone 217.

*Will you
spend
a dime
for a
useful idea?*

We have printed a little book which should be valuable to business and professional men—employers or employes. The name of the book is "SHORT CUTS," and the price is a dime. The name explains the book. "SHORT CUTS" is not meant to revolutionize business, but it is full of time and money-saving suggestions which are worth more than its price.

An employer says that he has saved more than \$3,000 a year through suggestions he saw in "SHORT CUTS." An employe who bought "SHORT CUTS" found an idea in it that started him in business for himself. These are extreme cases, probably. The fact is, though, that "SHORT CUTS" is worth more than the dime we charge for it. These "SHORT CUTS" are the result of extended experiment, and are being added to constantly through liberal prizes. The price of "SHORT CUTS" will be twenty-five cents a copy after the present edition is exhausted. To get a copy for a dime you must act NOW. Cut out this advertisement; write your name in the white space opposite; wrap a dime (or five stamps) in it and mail it to us at our risk. Do this to-day. Address your envelope to the publishers of SYSTEM, 1617 Marquette Building, Chicago, Ill.

Exclusive Designs in Art Calendars

for Canadian Printers.

HERETOFORE when the Canadian printer attempted to handle a line of Calendars he invariably found representatives from the larger houses had solicited the merchants of his town ahead of him with precisely the same designs.

In many instances Canadian printers have, after paying from two to ten dollars for a set of samples, found that the house from whom they bought had displayed the same line to their possible customers months before, or that their samples were out of date, being made up of calendar backs used in previous years.

Knowing the circumstances, THE PRINT SHOP has made arrangements with Mr. H. H. Willcox, the well known American Calendar Manufacturer, for the exclusive right to manufacture and sell his copyrighted designs in Canada.

This line is recognized as the best and most artistic ever produced. They are made from subjects bought from the best artists and photographers in the world, and represent an outlay of thousands of dollars for designs alone.

THE PRINT SHOP has also decided to sell to printers only and to but one printer in a town. In this way the Canadian printers can handle a profitable line of goods that rightfully belongs to them. They will have the advantage of a superb line of calendars of exclusive design.

While the season for calendars is pretty far advanced, the opportunity of turning the quiet month of October into a profitable month can easily be accomplished by the printer who has a set of these samples and will canvass the merchants and business men of his town thoroughly.

To the printer who will agree to make a thorough canvass we will send a set of 1904 samples free, together with prices and all information.

THE PRINT SHOP,

Long Distance Phone 217.

ST. CATHARINES, CANADA.

viii.

E. T. DEVEREAUX,
Licensed Bill Poster
AND DISTRIBUTOR,
ST. CATHARINES.



THE above trade mark stands for high quality
engravings, fast, reasonable prices, second,
and prompt delivery of work all the while.
No waiting on work here. We have ample facilities,
good workmen, and our force is so organized that
your work is delivered when required. Let us figure
on the cost for your next catalogue.

Royal Engraving House

Carl H. Real, Manager.

Designers and Engravers of
Perfect Pinning Plates.

12, Boscawen Street. Phone Main 364.

Toronto, Ontario, Canada.

